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## **JERSEY FRESH CONTINUES TO SHINE**

“The Garden State” is more than just a slogan for many New Jerseyans, as 95 percent of registered voters believe that having a strong farming industry is important to the overall economic health of the state. The most recent statewide survey from Fairleigh Dickinson University’s PublicMind and the New Jersey Farm Bureau finds attitudes that are likely to make farmers in the state smile. Seventy percent offer the strongest endorsement of farming’s importance to state’s overall economic well-being.

Three quarters (74%) say they have heard of the slogan “Jersey Fresh,” a number that is up significantly from 2016 (67%). Awareness runs deep, with a majority of all groups indicating familiarity with the slogan. Moreover, 59 percent say they seek out the Jersey Fresh label when shopping for produce. Farming is also seen by many as an important part of conservation, as nearly 9 in 10 (88%) believe farming is an environmentally friendly use of the land. Only six percent say farming hurts more than helps the land.

“The Jersey Fresh marketing brand by the Department of Agriculture has a 30-year tradition,” said NJ Farm Bureau President Ryck Suydam. “It is nice to see that it has made a strong impression with New Jersey consumers.”

The study also asked New Jerseyans about New Jersey’s environment. Overall, a third (32%) say New Jersey’s environment is getting worse. Only 14 percent say it is getting better, and half (52%) believe it is the same.

Finally, residents were asked about management plans for deer on government-owned lands and a majority (57%) believe there should be plans in place to limit the damage caused by deer and other wildlife. The damage these animals do to cars, crops, and other vegetation weighs heavily on many minds, as 75 percent believe the plans should include deer hunting. Men (84%) are stronger supporters of hunting than are women (66%). Those in the Northwest (87%) are among the strongest supporters of allowing hunting. Despite being the strongest supporters of any management plans, Millennials (18-34) are less likely than older residents to support hunting deer as a means of controlling damage (57%).

“We are heartened by this support from the public, particularly the compatibility of farming with open space/environmental quality and the need for wildlife management,” said Farm Bureau executive director Peter Furey. “And we hope the incoming administration and legislators take note.”

*Methodology, questions, and tables on the web at: <http://publicmind.fdu.edu>  
Radio actualities at 201.692.2846 For more information, please call 201.692.7032*

Methodology - The Fairleigh Dickinson University poll was conducted by landline and cellular telephone October 11-15, 2017 among a random sample of 897 using a listed sample of registered voters with a known history of voting in past elections. Results have a margin of sampling error of +/- 3.7 percentage points, including the design effect.

Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers.

PublicMind interviews are conducted by Opinion America of Cedar Knolls, NJ, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a landline phone number (including those with unlisted numbers) an equal chance of being selected.

The total combined sample is mathematically weighted to match known demographics of age, sex, race, and education. 532 interviews were conducted on landlines and 365 were conducted on cellular telephones.

The sample was purchased from Marketing Systems Group and the research was funded by Fairleigh Dickinson University and the New Jersey Farm Bureau.

**Exact Question Wording and Order**

<b>FARM1. And changing topics again... Have you heard of the slogan 'Jersey Fresh'?</b>											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	18-34	35-59	60+
Yes	74%	70%	79%	62%	84%	67%	79%	77%	56%	79%	73%
No	25%	29%	21%	38%	14%	31%	21%	23%	44%	21%	25%
Don't know	1%	2%	0%	0%	2%	2%	0%	0%	0%	0%	2%
<b>FARM2. When you purchase produce, are you likely or unlikely (ROTATE) to look for items with the 'Jersey Fresh' label?</b>											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	18-34	35-59	60+
Likely	59%	50%	68%	47%	65%	54%	63%	68%	39%	59%	65%
Unlikely	31%	39%	24%	38%	29%	36%	29%	24%	51%	31%	26%
Don't know	9%	10%	7%	14%	4%	10%	8%	8%	10%	9%	9%
Refused	1%	1%	1%	0%	2%	1%	0%	0%	1%	1%	0%
<b>FARM3. Should government owned lands have management plans in place to limit damage caused by deer and other wildlife?</b>											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	18-34	35-59	60+
Yes	57%	55%	58%	52%	55%	70%	53%	58%	72%	54%	58%
No	31%	35%	27%	38%	37%	21%	33%	26%	24%	33%	30%
Don't know	11%	9%	14%	10%	9%	8%	14%	15%	4%	13%	11%
Refused	1%	1%	0%	1%	0%	0%	1%	2%	0%	0%	1%
<b>FARM4. Should those plans allow deer hunting?</b>											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	18-34	35-59	60+
Yes	75%	84%	66%	62%	87%	67%	80%	78%	57%	80%	74%
No	22%	13%	30%	37%	9%	28%	17%	20%	40%	15%	25%
Don't know	3%	2%	4%	2%	4%	4%	4%	2%	4%	4%	1%
<b>FARM5. How important, if at all, do you believe a strong farming industry is to the overall economic health of New Jersey?</b>											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	18-34	35-59	60+
Very important	70%	66%	75%	67%	71%	70%	70%	75%	64%	68%	74%
Somewhat important	24%	28%	21%	24%	27%	27%	22%	23%	30%	27%	19%
Not very important	3%	3%	2%	6%	1%	2%	3%	2%	3%	3%	3%
Not important	1%	2%	1%	1%	1%	0%	3%	1%	0%	1%	3%
Don't know	1%	1%	1%	2%	0%	1%	2%	0%	2%	1%	1%
<b>FARM6. Do you believe New Jersey's environment is currently getting better, getting worse (ROTATE) or staying about the same?</b>											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	18-34	35-59	60+
Getting better	14%	20%	8%	12%	18%	11%	13%	17%	11%	12%	17%
Getting worse	32%	25%	38%	26%	32%	35%	31%	35%	32%	33%	30%
Same	52%	53%	52%	61%	49%	52%	52%	46%	53%	53%	51%
Don't know	2%	2%	3%	1%	1%	3%	4%	1%	4%	2%	2%
<b>FARM7. Which of the following statements comes closer to your view?</b>											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	18-34	35-59	60+
Farming is an environmentally friendly use of the land	88%	90%	87%	88%	87%	87%	90%	88%	87%	90%	87%
Farming hurts more than helps the environment	6%	6%	6%	5%	6%	8%	5%	6%	9%	6%	5%
Don't know	4%	3%	5%	5%	5%	4%	4%	4%	4%	3%	6%
Refused	1%	1%	2%	1%	1%	1%	1%	2%	0%	1%	2%

Northwest: Sussex, Hunterdon, Warren, Morris and Somerset Counties

Northeast: Passaic and Bergen Counties

Urban Core: Hudson, Essex and Union Counties

Central: Ocean, Burlington, Mercer, Monmouth and Middlesex Counties

South: Cape May, Atlantic, Cumberland, Gloucester, Camden and Salem Counties

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**Results are also available on the web at:** <http://publicmind.fdu.edu>

**For more information, please call** (201) 692-7032.

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**Sample characteristics****Gender**

Women	51%
Men	49%

**Age**

18-34	10%
35-59	51%
60+	38%
Refused	1%

**Region**

Northwest	18%
Northeast	17%
Urban Core	18%
Central	33%
South	14%

**Race/Ethnicity**

White	73%
Black/African-American	12%
Latino or Hispanic	10%
Asian	2%
Other/refused	3%